



MEALS ON WHEELS

ANNUAL CONFERENCE AND EXPO

AUGUST 27-29, 2019

DALLAS, TX

CREATING CONNECTIONS ONE STORY AT A TIME

Presenters:

1. Joel McIver, Senior Services, Inc.
2. Russ Stoddard and Joey McNamee, Salt Lake County Aging and Adult Services
3. Leslie May-Chibani, Minuteman Senior Services

The Art of Story Telling



Joel McIver

Director of Communication and Engagement
Winston-Salem, NC

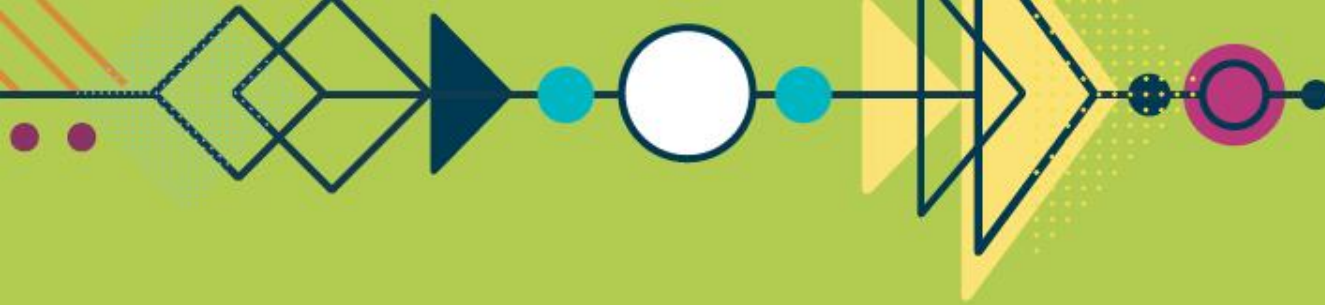
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Goals

1. Recognize a good story
2. Understand the elements of story
3. Understand the value of collecting and sharing your stories



What's Your Favorite Story?



What Makes it Good?

What Makes it Good? The Beginning



A main character that your audience relates to but more importantly cares about

What Makes it Good? The Middle

A villain, hurdle, or challenge to be overcome



What Makes it Good? The End

A
transformative,
positive, or at
least
acceptable
outcome



Who Are Our Main Characters?

Participants
Volunteers
Donors
You!



Who/What are your Hurdles/Challenges?

Hunger

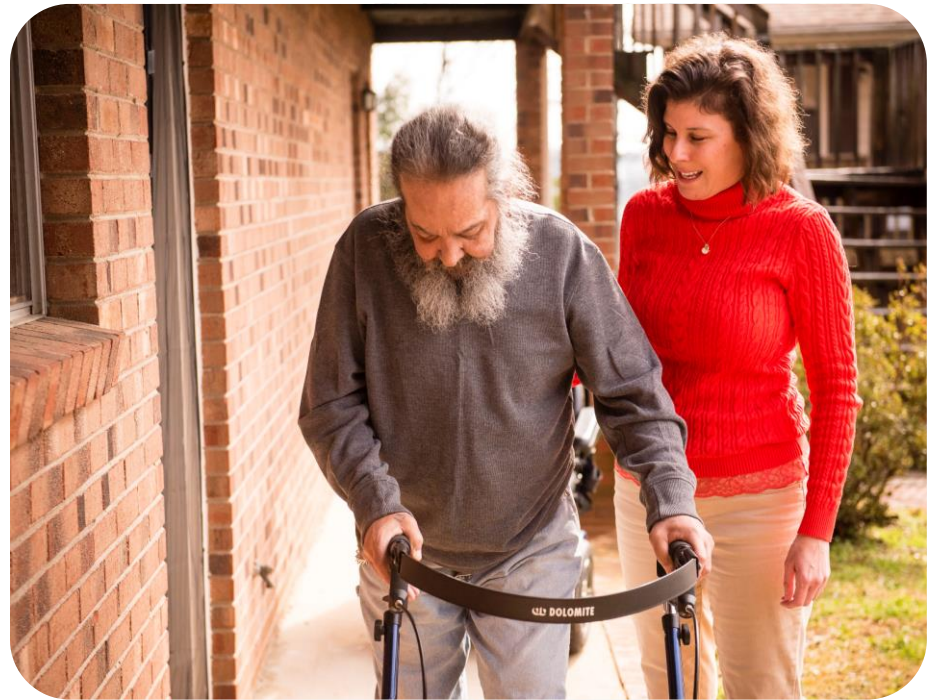
Loneliness/Isolation

Risk of Falls

Declining Health

Financial Stress

Any situation or thing
that keeps participants
from living their best
lives



What are our main character's goals and how were they reached?

Did a volunteer go the extra mile?

Did a wellness check save a life?

Did a donation keep a participant in a program?

Did a phone call or visit cause a smile?



What was the transformation/outcome?



The volunteer and participant have forged a meaningful friendship

The participant's life was saved

We fed 1 million participants

Participants reported 20% fewer hospital visits



As You Move Forward Think Back to Your Childhood...

Once upon a time...

And every day...

Until one day...

And because of this...

Until finally...

And ever since that day...



Senior Services, Inc.

How We Tell Our Stories

- Visually
 - Photos
 - Videos
- Video Production doesn't have to be elaborate
- Can be simple or professionally done
- Go Live on Social Media!



Doorbell Derby

A Fundraising and Engagement Campaign

Identified problem

Developed a plan to address it

Engaged the community

Kept them abreast of our progress

Thanked them through this [video](#)



Seniors of Forsyth

Video series featuring participants and volunteers

Purpose—to change the narrative about aging

Result—Greater Community awareness

Result—uptick in volunteers



I Have a Story

A Project of Salt Lake County Aging & Adult Services



Joey McNamee

Section Manager
Community Engagement



Russ Stoddard

Program Manager
Meals on Wheels

Background: Salt Lake County Aging & Adult Services



Community Cares Transition Program

Independent Aging

Active Aging

Community Engagement

In-home services

Nursing home
diversion

Special populations

Caregiver support

Meals on Wheels

Rides for Wellness

Senior recreation
centers

Health Promotion

Information and
referral

Ombudsman

Volunteer Services

Homeless Outreach

IN-HOME SERVICES AND SUPPORT

Community Care Transitions Program (CCTP)

Community Care Transitions Program

- Providing services for adults who are at risk for nursing home placement

Senior Health Insurance Information Program (SHIP)

- Assist with Medicare screenings, applications, and fraud and abuse awareness

Caregiver Support

- Provides respite, support, information, education, and resources on behalf of or for caregivers



SL SALT LAKE
COUNTY
AGING & ADULT SERVICES

MEALS AND MEDICAL TRANSPORTATION

Independent Aging Program



SL SALT LAKE
COUNTY
AGING & ADULT SERVICES

Meals on Wheels

- Nutritious mid-day hot meal or liquid meal substitute for isolated homebound seniors
- Requested donation of \$2.50 per meal
- Pets Plus Program

Rides for Wellness

- Provide Rides to critical medical appointments and essential destinations for seniors
- Eligibility requirements apply
- Requested donation of \$2.00 per one-way ride

SENIOR CENTERS AND HEALTH PROMOTION

Active Aging Program



Senior Recreation Centers

- 16 recreation centers throughout Salt Lake County for people age 60 and older
- Do crafts, eat lunch, take classes, spend time with friends

Health Promotion

- Evidence based programs
- Advance Fitness, Living Well with Chronic Conditions, Walk with Ease, Stepping On (fall prevention)



INFORMATION, ADVOCACY, AND VOLUNTEERING

Community Engagement Program



SL SALT LAKE
COUNTY
AGING & ADULT SERVICES

Ombudsman Program

- Supporting and protecting the rights of individuals in long-term care facilities

Outreach

- Providing information about aging services, and helping individuals and families find options

Homeless Outreach

- Client Liaison helps older adults find housing and/or avoid homelessness

Volunteer Programs

- Opportunities for people to help seniors and for seniors to stay active and engaged

More Than a Number

Getting to Know You

Past

- Knowing the “Why” and/or Individual Case by Case & Story by Story

Present

- Fulfilling “Self” with Immediate Personal Needs

Future

- Carefully planning and provided Services while also Educating for Transitional Care Opportunities



Communication

Building / Bridging / Bonding

Connecting

- Reaching Out to Aging Adults and Caretakers within Salt Lake County

Educating

- Facilitating public discussion while advertising, teaching, and promoting services with current and potential future clients

Fulfilling

- Joining our fast-growing and significant Senior population while highlighting the importance of vital services



I Have a Story

A Project to Collect and Share Oral Histories



- An introduction to older adults living in Salt Lake County
- Uses people's stories and photos
 - Story "snippets" pulled from oral history interviews
 - Photographs taken by professional volunteer
- Modeled after other kinds of projects
 - Story Corps
 - Humans of New York
 - I'm a Mormon

Project Goals

- Offer relatable depictions of seniors
- Counterbalance negative stereotypes about older adults
- Highlight diversity among aging population
- Widely accessible and shareable format
- Provide staff with a refreshing way to interact with clients



I Have a Story Interview Process

1. Contact prospective participant
2. Explain project, schedule interview
3. Complete 45-90 minute oral history interview (per guidelines from training with University of Utah Oral Historian)
4. Staff person listens to interview, types up excerpts or “snippets”
5. Send snippet to interviewee to review, edit, approve
6. Schedule photographer to take portraits



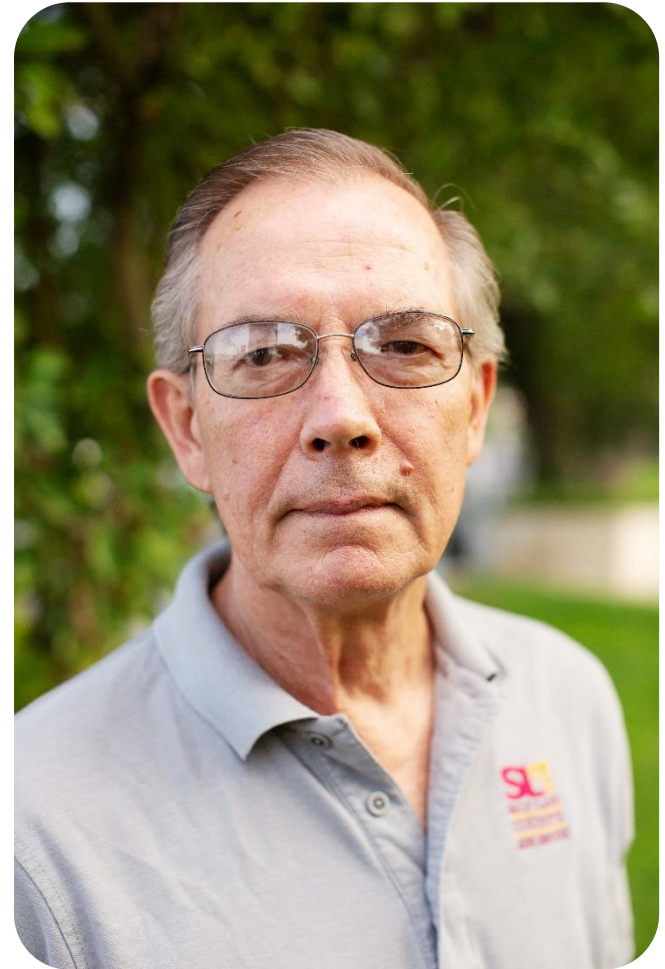
The Interview

- More to it than it looks
 - Pre-work – identify goals
 - Time and place
 - Recording device(s)
 - Listening, responding, guiding the conversation
 - Ensuring interviewee feels comfortable
 - Ensuring interviewer feels comfortable
 - Be prepared with questions, but don't be dependent on them
- The interview was the biggest surprise



Lessons Learned

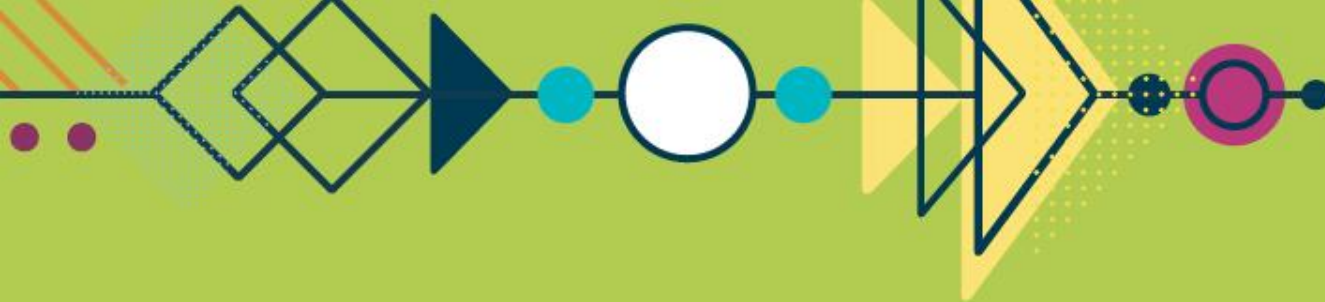
- If at first you don't succeed...
- Not all interviews are home runs
- Preparation is key
- The process takes time (it's worth it)
- It's a win/win endeavor
- People fall in love with this process



What's Next?

- Online series
- Gallery event
- Collaboration with other community partners
- Oral history clubs at senior centers – You Have a Story





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Thank You



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Data Tells a Story Too



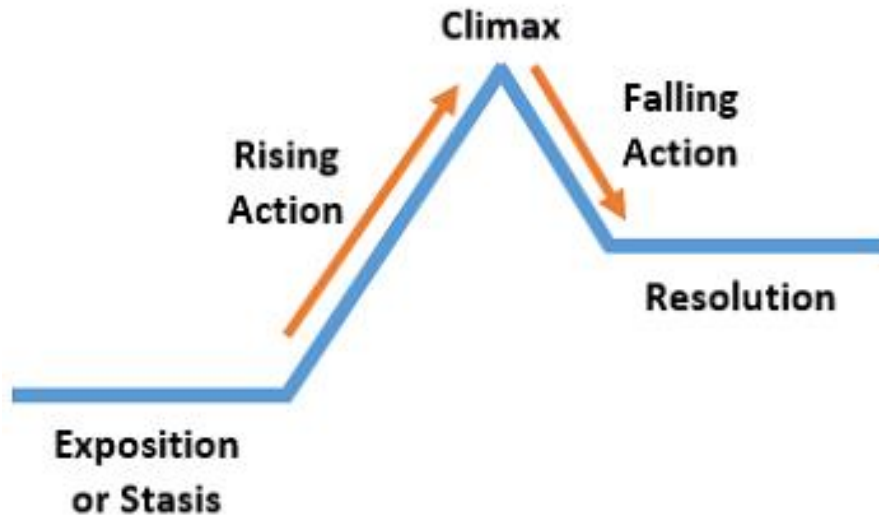
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Story Arc



E - Introduce Consumer

RA - Learn about the needs

C - Understand
consequence if needs are
not met

FA - Help is on the way

R - Situation is improved

Story



- Retired and a widower
- Out of state adult children
- Lived in his house 40 years
- Discharged home from hospital after suffering a stroke
- Losing weight
- Isolated

Add Data to Enhance Impact

Minuteman Consumers	1715
Dual Eligible	10%
SNF Eligible	28%
9+ medications	52%
At Risk for Food Insecurity (upon Intake)	67%
Hypertension	60%
Diabetes	28%
Alzheimer's(6%) or Dementia (19%)	25%
CHF Congestive Heart Failure	17%

Merge Story and Data



SDOH

Food Insecurity and Malnutrition

67%
Minuteman
Consumers
are At Risk

Problem

- Weight Loss
- Needs help with:
 - ☐ Meal Prep
 - ☐ Transportation
 - ☐ Affording food

Resolution

- MOW:
 - ☐ Meals
 - ☐ Safety checks
 - ☐ Socialization
- Applications:
 - ☐ Food Stamp
 - ☐ Food Pantry
- Referral to Council On Aging

Next Story and Data

Nutritional Risk and Dementia

Problems – slight weight loss, decreasing appetite, refusing most meals

Interventions – Small plates, high in protein, foods CN likes. Increase physical activity to stimulate appetite.

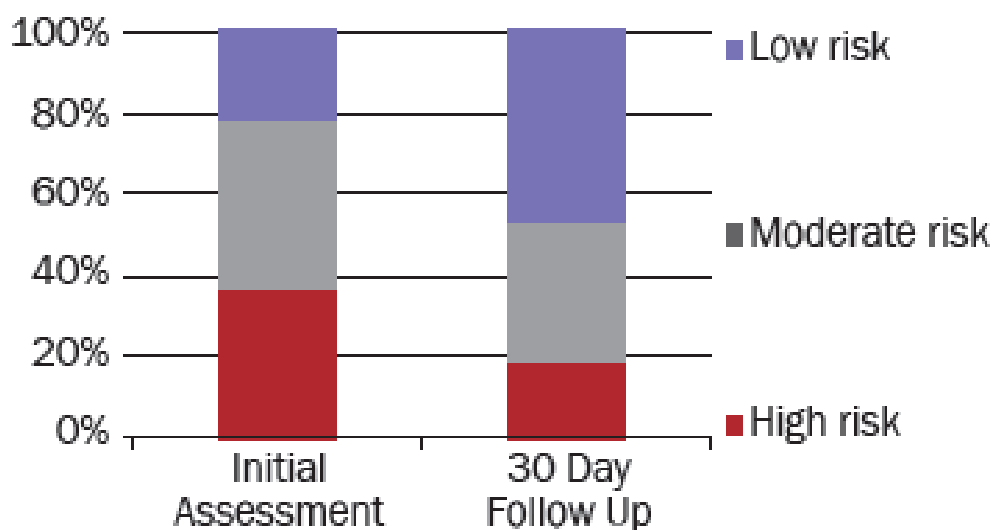
30 days – Better appetite and rarely refusing food. Gained 4 pounds in 30 days! Increased exercise.



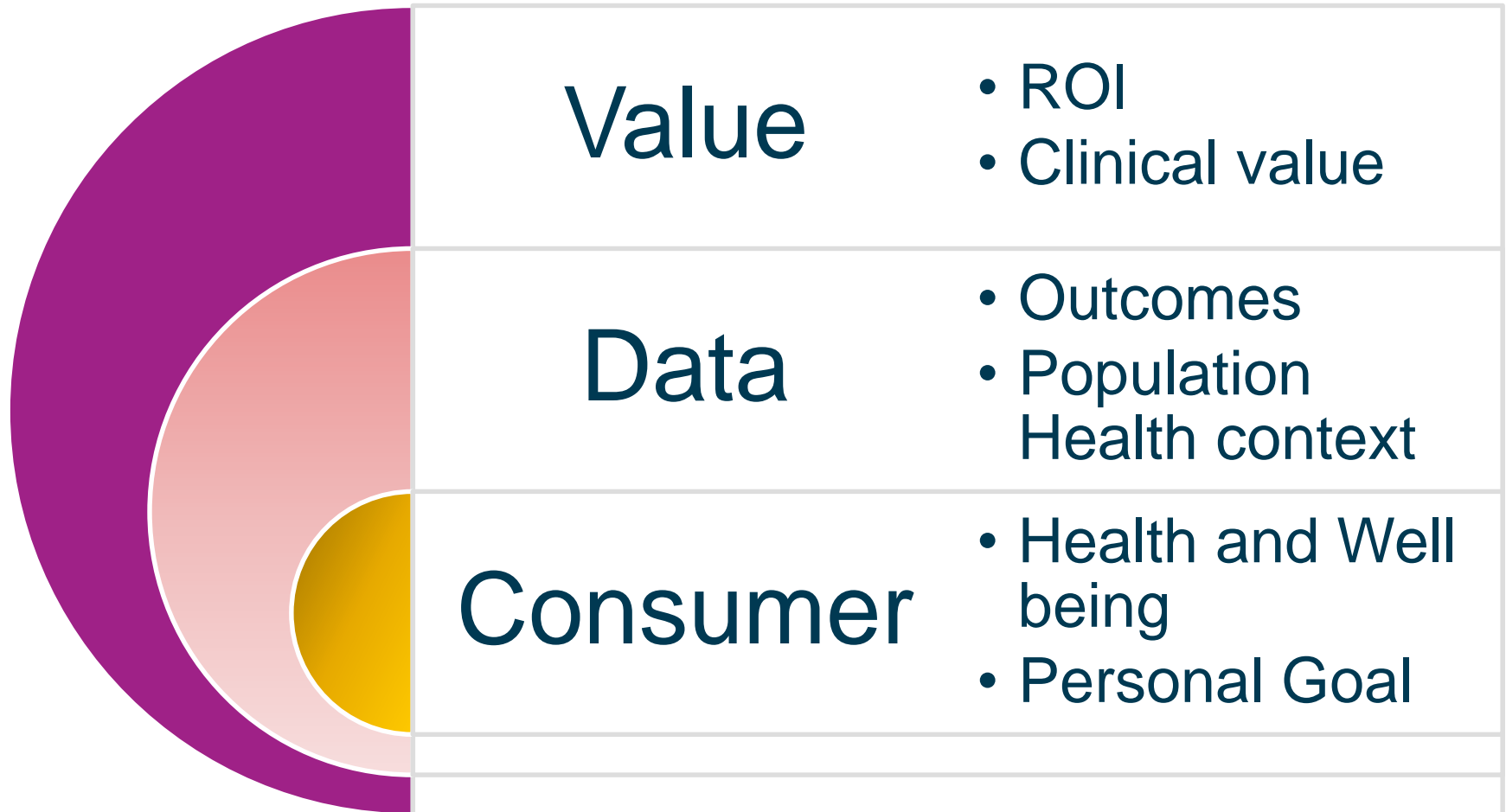
Intervention Results

Nutritional Risk and Dementia

Results of Minuteman's Impact on Malnutrition Risk³



Future



Thank you!



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Don't forget to evaluate today's session in the Conference App!

